



BIKE SHARE

**May 15 - May 31, 2017 Report Tempe**



GRID Bike Share is Operated By:



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# SYSTEM SNAPSHOT

**Table 1**

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	96	30
Active Bikes (averaged over the month)	855	NA
<b>Trips</b>		
Total Trips	5,327	1,134
Trips Per Day (average)	172	37
Utilization Rate (trips per bike per day)	.21	.12
<b>Active Members</b>		
Total Membership	14,443	N/A
Monthly/Yearly Plans	552	N/A
Pay-As-You-Go & 7 Day Plan	13,881	N/A
<b>Revenue</b>		
Total Revenue	\$15,232	\$3,159.74
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	59	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately, membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

**Table 2 - New/Total Active Members**  
(Full System)

Membership Type	New Sign Ups	Total Active Members
Student	45	136
Monthly	44	180
Annual	0	203
Other	5	33
Pay As You Go	774	13,616
7 Day Pass	123	265
<b>TOTAL</b>	<b>991</b>	<b>14,433</b>

## Trips

**Table 3 - Cumulative Trips per Day of the Week**  
May 2017 (Tempe Only)

M	T	W	Th	F	Sa	Su
149	148	198	122	168	157	192

**Table 4 - Trip Initiation Method (Tempe Only)**

Mobile	1,040
Keypad (manually entered)	28
Keypad (member card)	64
Website	2

**Table 5**

	May (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	5,327	24,403	1,134	1,134
Total Miles Ridden	10,237	44,108	2,909	2,909
Avg Trip Distance (miles)	2	1.8	2.6	2.6
Avg Trip Time (minutes)	27	26.7	32	32
Avg Weekday Trips	166	148	53	53
Avg Weekend Trips	379	401	69	69
Holds	341	1,540	N/A	N/A
Ended out of Hub	324	1,888	104	104
Ended out of System Area	7	29	0	0

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds in Tempe is only displayed as a part of the “full system.”

**Table 6 - Trip Stats by Member Type**  
(Full System)

<b>Member Type</b>	<b>May Trips</b>	<b>%</b>	<b>Trips YTD</b>	<b>% YTD</b>
Pay-as-you-go	2,504	47%	10,967	45%
7 Day Pass	434	8%	2,180	9%
Annual	451	8%	2,390	10%
Monthly	868	16%	4,160	17%
Student	935	18%	3,968	16%
Other	135	3%	738	3%
<b>TOTAL</b>	<b>5,327</b>		<b>24,403</b>	

**Table 7 - Trip Stats by Member Type**  
(Tempe Only)

<b>Member Type</b>	<b>May Trips</b>	<b>%</b>	<b>Trips YTD</b>	<b>% YTD</b>
Pay-as-you-go	559	49%	559	49%
7 Day Pass	159	14%	159	14%
Annual	7	1%	7	1%
Monthly	141	12%	141	12%
Student	252	22%	252	22%
Other	16	1%	16	1%
<b>TOTAL</b>	<b>1,134</b>		<b>1,134</b>	

Saturday, May 27 was the highest day for regional ridership with a total of 279 trips taken. For trips originating in the Tempe service area, Sunday, May 28 was the top day for ridership with 98 trips taken.

## Station Performance

**Table 8 – Regional Station Performance**

<b>Top 10 Origin/Destination Stations</b>	<b>Total In/Out</b>	<b>Bottom 10 Origin/Destination Stations</b>	<b>Total In/Out</b>
P127 Central Ave / Roosevelt St	500	M104 Macdonald / 1st St (Museum of Natural History)	8
P109 Adams St / 1st Ave	429	T22 Baseline Rd / Priest Dr	8
P106: 1st St / Washington St (Sponsored by SRP)	406	M103 Centennial Way / 1st St (Library)	5
P124 3rd St / Taylor St	391	T07 Smith-Martin / Apache Blvd	4
P129 5th St / Roosevelt St	389	T30 Evelyn Hallman Park	4
P125 Pierce St / 1st Street	371	P176 Buckeye Rd / 13th St	1
T17 Tempe Beach Park	363	M109 Main St / Horne	0
T20 Tempe Center for the Arts	350	M110 2nd St / Hobson	0
P114 Adams St / 2nd Ave (City Hall)	314	M111 Broadway / Olive	0
P123 5th Ave / Fillmore St	306	T23 Escalante Center	0

**Table 9 - Tempe Station Performance**

<b>Station Name</b>	<b>In</b>	<b>Out</b>	<b>Total</b>	<b>Low [%]</b>	<b>Full [%]</b>
T17 Tempe Beach Park	184	179	363	0	0
T20 Tempe Center for the Arts	181	169	350	0	7.96
T14 College Ave / University Dr	98	90	188	2.72	.55
T27 McAllister Ave / Apache Blvd	95	83	178	0	0
T11 University Dr / Mill Ave	79	62	141	0	25.23
T01 5th St / Forest Ave	72	60	132	0	5.43
T18 Neil Giuliano Park	46	51	97	0	0
T13 College Ave / Apache Blvd	48	47	95	0	3.92
T28 Rio Salado Pkwy / Mill Ave	53	41	94	3.21	0
T29 Tempe Town Lake Marina	50	43	93	3.18	0
T02 3rd St / Mill Ave	38	38	76	0	.18
T31 6th St / Mill Ave	42	31	73	0	4.82
T16 Apache Blvd / Rural Rd	35	37	72	1.24	0
T26 McAllister Ave / Terrace Rd	36	35	71	0	0
T24 Westside Center	38	26	64	0	0
T25 Veterans Way / University Dr	31	19	50	0	0
T04 Apache Blvd / Dorsey Ln	24	19	43	0	0
T03 Rural Rd / University Dr	23	18	41	2.8	0
T06 McClintock Dr / Rio Salado Pkwy	16	14	30	0	0
T10 Washington St / Priest Dr	13	17	30	7.12	0
T19 Kiwanis Park	20	8	28	2.36	0
T05 McClintock Rd / Apache Blvd	13	12	25	1.24	0
T12 Rural Rd / Southern Ave	18	4	22	2.47	2.36
T08 Apache Blvd / Price Rd	11	10	21	0	0
T15 8th St / Dorsey Ln	5	12	17	0	0
T09 Washington St / Center Parkway	9	6	15	2.79	0
T22 Baseline Rd / Priest Dr	7	1	8	2.25	0
T07 Smith-Martin / Apache Blvd	3	1	4	0	0
T30 Evelyn Hallman Park	4	0	4	2.88	0
T23 Escalante Center	0	0	0	0	0

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	409,518	409,518	46,040	46,040
Carbon Offset	9,028 lbs	9,028 lbs	1,012 lbs	1,012 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

## Maintenance & Rebalancing Operations

**Table 11 - System-Wide Operations Data**

Average number of bikes in service each day	855
Bikes inspected in field	792
Bicycles repaired	76
Average bike repair time	20 Min
Bikes lost or stolen	0
Graffiti Cleaned	0

### Out of Station Lock-Ups in Tempe

Of the 1,134 trips started in the Tempe system area in May, 149 were ended outside of a station. The top out of station lock up areas were scattered across the ASU campus, Tempe Marketplace and the intersection of Broadway and Price.



**Table 12 - Reported Repairs/Issues (Full System)**

	Type of Issue	May	YTD
1	Shifting/Pedaling	20	20
2	Other	42	42
3	Lock	9	9
4	Flat Tire	42	42
5	Keypad	8	8
6	Seat	9	9
7	Brakes	1	1
8	Lighting	4	4
9	Frame	0	0

Compared to the previous month there was an .17% increase in repairs/issues reported by users via the bikes on-board keypad. In May, 2.53% of all trips resulted in a user submitted repair request.

## Demographics

The following demographics information was taken from the Nov 2016 GRID anniversary member survey.

**Table 13**

Age	%
16-18	2%
19-24	6%
25-34	35%
35-44	21%
45-54	19%
55-64	17%

**Table 14**

Gender	%
Male	60%
Female	38%
Other	2%

**Table 15**

Ethnicity or Race	%
White	80%
Hispanic/Latino	10%
Other	6%
Black/African American	4%
Asian or Pacific Islander	3%
Native American	3%

**Table 16**

Level of Education	%
Bachelor's Degree	33%
Master's Degree%	21%
Some College / No Degree	21%
Associate's Degree	8%
Doctorate	6%
High School Graduate or Equivalent	6%
Professional Degree	6%
Vocational/Trade Training	3%

**Table 17**

Employment Status	%
Employed for wages	71%
Self Employed	16%
Student	4%
Retired	3%
Unable to work	3%
Out of work and looking for work	2%
A homemaker	1%

**Table 18**

Household Income	
Under \$25,000	8%
\$25,001-\$49,999	25%
\$50,000-\$74,999	24%
\$75,000-\$99,999	14%
\$100,000-\$149,999	19%
\$150,000 and over	10%

## Customer Service Reporting

Table 19

Reason For Contact	May Created Cases (Full System)	YTD
Member Inquiries	19	19
Billing	34	34
Account Management	19	19
Bike Issue	14	14
Charges	13	13
General Education	27	27
Operations	18	18
Sign Up	4	4
Hub Request	5	5
Partnerships	6	6
New Program Request	0	0
Total CS Cases Created	<b>159</b>	<b>159</b>

## Customer Service Responsiveness (Full System)

Table 20

Time of call/email request	
Avg time to answer	30 seconds
Avg duration of call	8 min 30 sec

## Service Levels

**Table 21** - Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

## Financial Summary

In May, the average revenue for the full system was \$21.24 per bike and \$3.32 per trip.

**Table 22**

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$4,227	28%	N/A (data only available for full system)
Ride Fees	\$10,594	60%	\$3,009.74
Out of Hub Fees	\$642	4%	\$238
Out of System Area Fees	\$120	1%	0
Rider Bonuses Given	-\$352	-2%	-\$88
<b>TOTAL</b>	<b>\$15,232</b>		<b>\$3,159</b>

\*Data has not been audited and is only to be used as an approximation of gross revenue.

# Weather (source www.wunderground.com)

Table 23

May	All Grid Trips	Temp. (°F)			Precip. (in)	Events
		high	low	avg	sum	
<a href="#">1</a>	0	94	78	62	0	
<a href="#">2</a>	1	97	82	67	0	
<a href="#">3</a>	0	100	85	69	0	
<a href="#">4</a>	0	103	88	73	0	
<a href="#">5</a>	0	108	92	76	0	
<a href="#">6</a>	0	98	86	73	0	
<a href="#">7</a>	0	74	69	64	0	
<a href="#">8</a>	0	83	72	60	T	Rain , Thunderstorm
<a href="#">9</a>	0	76	67	57	0.01	Rain , Thunderstorm
<a href="#">10</a>	0	80	70	60	0	
<a href="#">11</a>	0	90	77	64	0	
<a href="#">12</a>	0	97	84	71	0	
<a href="#">13</a>	0	99	85	71	0	
<a href="#">14</a>	24	93	82	70	0	
<a href="#">15</a>	25	88	79	69	0	OFFICIAL LAUNCH DAY!!
<a href="#">16</a>	29	78	70	61	0	
<a href="#">17</a>	52	87	75	62	0	
<a href="#">18</a>	66	86	77	67	0	
<a href="#">19</a>	88	87	75	62	0	
<a href="#">20</a>	69	94	81	68	0	
<a href="#">21</a>	70	101	86	70	0	
<a href="#">22</a>	49	104	89	73	0	
<a href="#">23</a>	61	104	91	77	0	
<a href="#">24</a>	69	108	92	75	0	
<a href="#">25</a>	56	102	91	79	0	
<a href="#">26</a>	80	96	85	74	0	
<a href="#">27</a>	88	96	83	70	0	
<a href="#">28</a>	98	102	87	72	0	
<a href="#">29</a>	75	104	89	73	0	
<a href="#">30</a>	57	101	89	77	0	
<a href="#">31</a>	77	101	89	76	0	

